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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: John A. Bruchner et al. Examiner: Unassigned  
Serial No.: 09/843,589 Group Art Unit: Unassigned  
Filed: April 26, 2001 Docket: 041892-0211  
Title: SYSTEM AND METHOD FOR MANAGING INTERACTIVE PROGRAMMING  
AND ADVERTISEMENTS IN INTERACTIVE BROADCAST SYSTEMS

CERTIFICATE UNDER 37 CFR 1.8: The undersigned hereby certifies that this Transmittal Letter and the paper, as described herein, are being deposited in the United States Postal Service, as first class mail, with sufficient postage, in an envelope addressed to: Commissioner for Patents, Washington, D.C. 20231 on May 25, 2001.

By: Juanita Soberanis  
Juanita Soberanis

Commissioner for Patents  
Washington, D.C. 20231

Sir:

We are transmitting herewith the attached:

- ☒ Information Disclosure Statement
- ☒ Form PTO-1449
- ☒ Copies of Cited References
- ☒ Return postcard

Please charge any fees associated with this transmittal to Deposit Account No 50-0872. **A duplicate of this sheet is enclosed.**

Date: May 25, 2001

FOLEY & LARDNER  
2029 Century Park East  
35<sup>th</sup> Floor  
Los Angeles, CA 90067-3021  
1-310-277-2223 Office  
1-310-557-8475 Fax

By: Ted Rittmaster  
Name: Ted Rittmaster  
Reg. No.: 32,933  
TRR/js



**PATENT**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants:	John A. Bruckner et al.	Examiner:	Unassigned
Serial No.:	09/843,589	Group Art Unit:	Unassigned
Filed:	April 26, 2001	Docket No.:	041892-0211
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By   
Juanita Soberanis

**INFORMATION DISCLOSURE STATEMENT**

Commissioner for Patents  
Washington, D.C. 20231

Dear Sir:

With regard to the above-identified application, the items of information listed on the enclosed Form 1449 are brought to the attention of the Examiner.

This statement should be considered because it is submitted before the issuance of a first Office Action in the above-identified application. Accordingly, no fee is due for consideration of the items listed on the enclosed Form 1449.

In accordance with 37 C.F.R. §1.98(a)(2), a copy of each document or other information listed on the enclosed Form 1449 is provided.

No representation is made that a reference is "prior art" within the meaning of 35 U.S.C. §§ 102 and 103 and Applicants reserve the right, pursuant to 37 C.F.R. § 1.131 or

otherwise, to establish that the reference(s) are not "prior art." Moreover, Applicants do not represent that a reference has been thoroughly reviewed or that any relevance of any portion of a reference is intended.

Consideration of the items listed is respectfully requested. Pursuant to the provisions of M.P.E.P. 609, it is requested that the Examiner return a copy of the attached Form 1449, marked as being considered and initialed by the Examiner, to the undersigned with the next official communication.

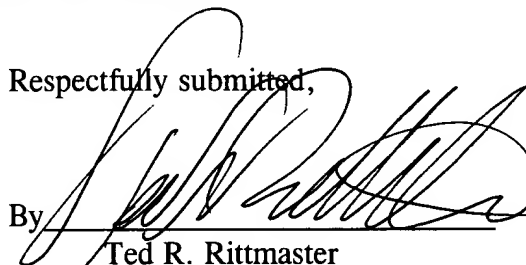
Please charge fees, if any, to Deposit Account No. 50-0872.

Dated:

May 25, 2001

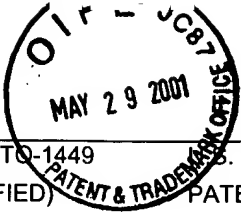
Respectfully submitted,

By



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Form PTO-1449 (MODIFIED) <b>PATENT AND TRADEMARK OFFICE</b> <b>SUPPLEMENTAL</b> <b>INFORMATION DISCLOSURE CITATION</b>  (Use several sheets if necessary)	U.S. DEPARTMENT OF COMMERCE	ATTY. DOCKET NO. 041892-0211	SERIAL NO. 09/843,589
	APPLICANT John A. Bruckner et al.		
	FILING DATE April 26, 2001	GROUP ART UNIT Unassigned	

**U.S. PATENT DOCUMENTS**

EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB- CLASS	FILING DATE IF APPROPRIATE
		4,847,698	07/11/1989	Freeman	358	343	07/16/1987
		4,847,700	07/11/1989	Freeman	358	343	07/16/1987
		5,585,858	12/17/1996	Harper et al.	348	485	08/12/1994
		5,734,413	03/31/1998	Lappington et al.	348	12	11/30/1993
		5,764,275	06/09/1998	Lappington et al.	348	12	06/07/1995
		5,861,881	01/19/1999	Freeman et al.	345	302	02/08/1996
		5,872,588	02/16/1999	Aras et al.	348	1	12/06/1995
		5,883,675	03/16/1999	Herz et al.	348	465	07/09/1996
		5,937,331	08/10/1999	Kalluri et al.	455	6.1	07/01/1996
		5,991,799	11/23/1999	Yen et al.	709	218	12/20/1996
		6,006,256	12/21/1999	Zdepski et al.	709	217	03/11/1996
		6,058,430	05/02/2000	Kaplan	709	245	09/09/1996
		6,064,440	05/16/2000	Born et al.	348	478	01/08/1998
		6,075,568	06/13/2000	Matsuura	348	478	05/08/1997
		6,193,610	02/27/2001	Junkin	463	40	09/29/1997

**FOREIGN PATENT DOCUMENTS**

	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB- CLASS	TRANSLATION	
							YES	NO

**OTHER DOCUMENT(S) (Including Author, Title, Date, Pertinent Pages, Etc.)**


EXAMINER	DATE CONSIDERED
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- \* **EXAMINER:** Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include any copy of this form with next communication to applicant.